

Message Text

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PAGE 01 DOHA 00156 150749Z

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 /030 W

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R 141203Z FEB 76

FM AMEMBASSY DOHA

TO SECSTATE WASHDC 1252

INFO AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

AMCONSUL DHAHRAN

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

UNCLAS DOHA 0156

E.O. 11652: N/A

TAGS: BEXP QA

SUBJ: PROPOSED SOCIETY OF PLASTICS INDUSTRY IOGA TRADE MISSION

REF: STATE 25115

1. WE NOTE THAT, AS USUAL, ITINERARY FOR PROPOSED MISSION DOES NOT INCLUDE DOHA. IN VIEW OF PRODUCT CONTENT, EMBASSY BELIEVES MISSION VISIT HERE WOULD BE MOST TIMELY AND EFFECTIVE. GOVERNMENT IS FOCUSING INCREASING ATTENTION ON HOUSING NEEDS, AND ACCORDING TO 1976 BUDGET, OVER \$400 MILLION IS EXPECTED TO BE SPENT ON HOUSING IN UMM SAID INDUSTRIAL AREA ALONE IN COMING 4-5 YEARS. BOOMING CONSTRUCTION INDUSTRY WILL ALSO PROVIDE EXCELLENT MARKET FOR BUILDING MATERIALS AND AIR CONDITIONERS.

2. THERE HAS NOT BEEN A US TRADE MISSION TO QATAR (IOGA OR OTHERWISE) SINCE THIS EMBASSY BECAME FULLY OPERATIONAL IN JULY 1974. HOWEVER, JUST ABOUT EVERYONE ELSE INCLUDING UK, JAPAN AND FRANCE AND EXTENDING TO SUCH COUNTRIES AS MOROCCO AND EVEN HUNGARY, HAVE SENT TRADE MISSIONS OR SHOWS TO QATAR AS AN EXPRESSION OF INTEREST IN THIS LUCRATIVE MARKET. LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS HAVE ASKED US REPEATEDLY WHEN THE USG WILL SPONSOR A MISSION, NOTING THE MANY

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PAGE 02 DOHA 00156 150749Z

OPPORTUNITIES HERE. WE STRONGLY URGE THAT PLASTICS MISSION CONSIDER

QATAR AS ADDITIONAL STOP ON ITINERARY. GROUP FOCUSING ON
PREFABRICATED HOUSING AND BUILDING MATERIALS ALMOST CERTAIN TO
ENJOY SUCCESS HERE AND WOULD HAVE ADDITIONAL ADVANTAGE OF HITTING
AREA THAT WHILE INTERESTED IN AMERICAN GOODS, HASN'T EXACTLY
BEEN OVER-EXPOSED TO US SALES EFFORTS.
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